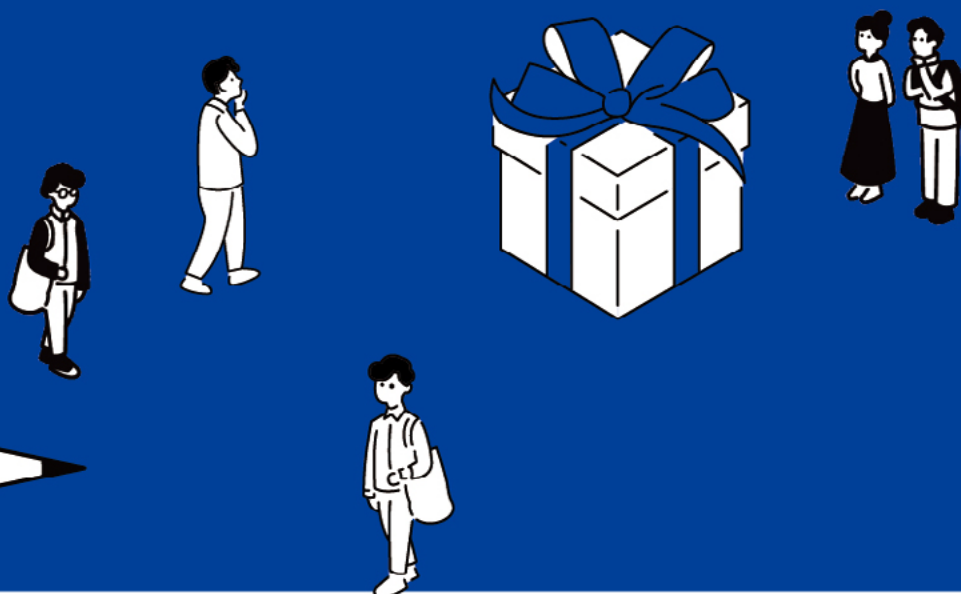


2022 Illustration Taipei Post Show Report

October 7 - 10, 2022



1. Outline

Show Hours

VIP Day ———— October 7 , 2 pm ~ 7 pm

Public Day ———— October 8 ~ 10 , 10am ~ 7 pm (6 pm on the last day)

Venue

Huashan 1914 -Creative Park- The Silian (Four-Interconnected) Building

Organized by

Golden Seal Int'l Trade Fair Service Agency Corp.

Advised by

Taiwan Creative Industry International Association

Sponsored by

The Ministry of Culture of Taiwan

Cooperation unit by

Bureau of Foreign Trade, Ministry of Economic Affairs of Taiwan
Wen Yun International Co., Ltd.

Implemented by

Bom Bom Studio

Product Categories

- 1 Artwork and merchandise made by local or international creators / art studio.
- 2 Various image licensing by local or international creators / art studio.
- 3 Development and manufacturer of stationery, gifts, houseware, consumer, etc.

2. Show Scale

There are **181** exhibitors with **191** booths participating in the 1st Edition Illustration Taipei and the total show space is 1,055 m². Besides local creators, we also invite oversea creators from Kingdom of Eswatini, South Korea, USA, Japan, Canada and Hong Kong to join the show.

A01 麥歐

A02 查高 ChaKao

A03 松尼奇尼 / SweetHouse

A04 愚室實驗室

A05 馬卡龍腳趾

A06 tuenhua

A07 給好設計 + Wonderful Giving

A08 La la la

A09 嘸小強

A10 Piirtää illustration Lab | 插畫實驗室

A11 俐落插畫

A12 Huiyu

A14 插畫小農

A16 右手超人

B01 青青小樹

B02 山東饅頭 / Sentimental

B03 米乾 mi

B04 普吉

B05 毒島 Do-dou

B06 羊號角 Piper

B07 Young Alpaca 羊駝衝擊

B08 WUWU 插畫

B09 胖肚子小畫室

B10 梅刺小舖

B11 Huadabii 花大鼻小文青

B12 Heyyou Moment 森妮小物

B13 小田月所

B14 杜姆熊妮

B15 Drunk Bambi / 微醺斑比

B16 EVA & room1111

B18 C17 kingjun

C01 咚東 (Dong Dong)

C02 U_C Illustration

C03 Escouple 一氏夫婦

C04 安琪米拉 Angel Mira

C05 Mi illustration | 米

C06 Weird Couple #人生好難

C07 chichi_illustrations

C08 什麼鳥

C09 小雞威力

C10 CHOCHO 戳戳

C11 公園裡的胖橘 Fat cat in the park

C12 Aggie慢慢走

C13 竹工凡花

C14 Jeoyu illustration

C15 She's going to ____

C16 Tomoto252

C18 墨繪師御歌頭

C20 小浪花 HuHua

C22 22號島嶼 Island No.22

C24 愛廢貓的日常

D01 YACHI / C.H.I illustration

D02 D04上口富

D03 皮康 Pikang

D05 鸚味日誌 ParrotDaylife

D06 意樂設計

D07 小房間

D08 新天鵝堡

D09 ericoco

D10 啊滋星球

D11 YuYing

D12 露可

D13 林姿兒 Zihor Lin

D14 D16 葛懋

D15 EGGYBEAR 蛋塔熊妹

D17 一二土作 One Two Ceramic

D19 yidegree

D21 LARA 菘菘

D23 InkSundae

E01 E03 竹寶寶

E02 E04 大米創意

E05 順基

E06 某些東東 some_creature

E07 羽佑

E08 平雲堂

E09 笙傑

E11 米路可

E12 The Seoul Illustration Fair

E13 E15 印紅什堂

E14 綠光 + marüte

E16 Littlework

E18 破殼實驗室 Perk Artlab

- F01 吉文考古
- F02 小黃間 little yellow studio
- F03 Qew doodles
- F04 洪荒 Flourish
- F05 句點
- F06 歪的工作室
- F07 王蟻宣
- F08 幸運帆布 charmpoint
- F09 巫啟銓
- F10 袁芋圓
- F11 A PIECE OF CAT PLANET
吉普星球
- F12 Parallel 平行宇宙
- F13 摩沙熊 MOSA BEAR
- F14 ZHUZUSTEP
- F15 JE 畫話
- F16 班奈兔 BENNETT BUNNY
- F17 娃娃手作
- F18 金玉水草平文創作工作室
- F19 房子 FANGTZU
- F20 ShewSheep
- F21 LUCKY DEER
- F22 肚肚磁鐵星球
- F23 Maruco 小畫室
- F24 F26 G23 G25 鹿人 TWODEERMAN
- F25 Pei + Pei Studio

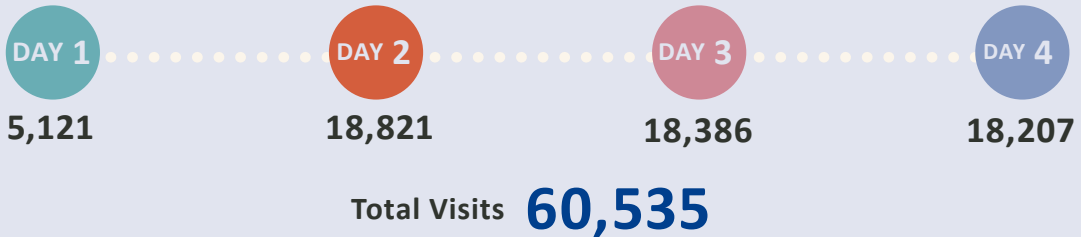
- G01 AJASSI
- G02 G04 Astrid阿脆 X NOVAPLUS
- G03 針線球
- G05 夢夢 SOMSOM
- G06 布嵐的販賣部
- G07 腦海工作室
- G08 A 瑪
- G09 Y.T.C Illustration
- G10 WANQIAN.Illus
- G11 貝迪 BEDI
- G12 Ariya / 星芮插畫
- G13 MU
- G14 ZPEI
- G15 肉球 pawpad
- G16 LanfangLin Illustration
- G17 T-bone 工作室
- G18 lingooooo
- G19 狗狗夾星
- G20 MixGene
- G21 一家我喜歡的店
- G22 有畫想說
- G24 YJ / 鸚鵡 Sharkat
- G26 小路有畫說
- G28 日頭

- H01 Manting \ manting illustration
- H02 雙夏
- H03 Vivianshen
- H04 秋刀魚
- H05 靜花園手繪工作室
- H06 WyrMedia 品嘩文創
- H07 Jing Lan 鯨藍
- H09 SHI HAN
- H10 自己印紙膠帶
- H11 自戀熊 NARCISSISM BEAR
- H12 H14 H16 JINART
- H13 Dreaming 琉璃屋
- H15 布籽生物 / APOOZI STUDIO
- H17 咪某 Meemaw
- H19 波波與小泡芙 BOBO&PUFF
- H21 乾燥馬尾 ZONA
- H23 草棉谷 RONG
- H25 Raimochi
- H27 哈啾 ACHOO
- J01 YUANCHI
- J02 J04 BACK_Y 伊日後樂園
- J03 方坊 Square Studio
- J05 什物 a kind of café
- J06 印印 time
- J08 SunnyBag
- J09 J11 JOGUMAN / 3MONTHS/ Ppmini

- J10 YOKAI SEKAI
- J12 腕龍 wanlong
- J13 Qubic NFT 服務中心
- J14 傻大姐 我是垂耳羊啦
- J15 RAIBBIT Hole + NFT 展區
- J16 J18 赫絲設計學院
- J20 Bella儂儂
- K01 甜秘密 SweetSecrets
- K02 MYAOWL 喵喵
- K03 恐泉の星球
- K04 AI HUA HUA 愛華華
- K05 Breezy Studio 微瘋畫室
- K06 一杯毛絨絨 A Cup of Floof
- K07 eri_rakuda
- K08 Mogu
- K09 RL繪畫亭
- K10 倒呱 《Dried Tofu》
- K11 - K15 Pink&Ven
- K11 - K15 Zizone
- K16 牙技師的牙齒們
- L01 於是日常了
- L02 流動部落 / 臺灣 PIN
- L03 麥考艾裝
- L04 原創 Knocky

3.

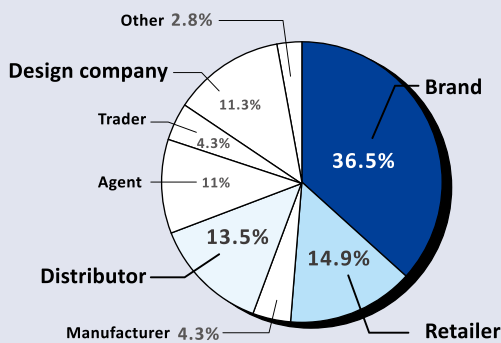
Visitors Statistics



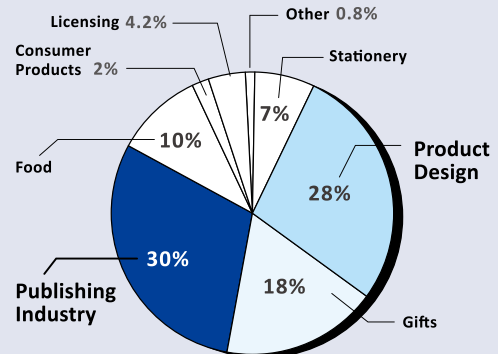
4.

Professional Buyer Survey

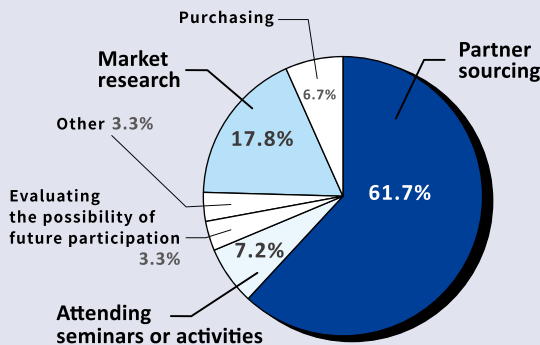
Type of business for buyer's company



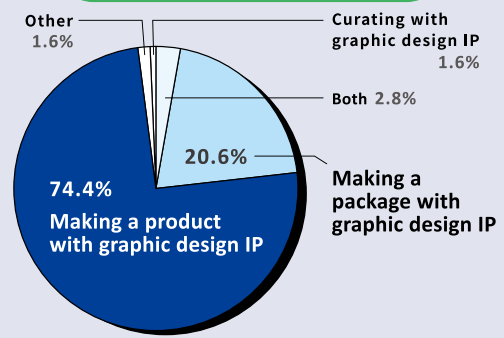
Type of industry for buyer's company



Purpose of buyer's visit



What is buyer's most interested way to do a graphic design IP cooperation?



5.

Show Highlights

Cross-field collaboration



● Illustration Taipei X SIF

Since 2015, the Seoul Illustration Fair (SIF) has been the first exhibition in Korea to focus on illustrations, graphic design, drawings, picture books and character design. It focuses on introducing the contemporary illustration trends, and gathers artists, buyers and art lovers with numerous styles, as well as provides people with the opportunity to communicate and enjoy illustrations. The SIF takes Korean illustrators to participate in Illustration Taipei. We will also be selecting three potential rising stars from this year's creators to participate in the SIF at the end of 2022.

● Business Matchmaking

Contributed to the collaboration between peripheral companies of illustration and illustrators – Knocky, Taiwan's original brand @knocky.official, is one of the participants in this year's exhibition, it is the Taiwanese brand that collaborates with illustrators to introduce a sense of healing into technological products.

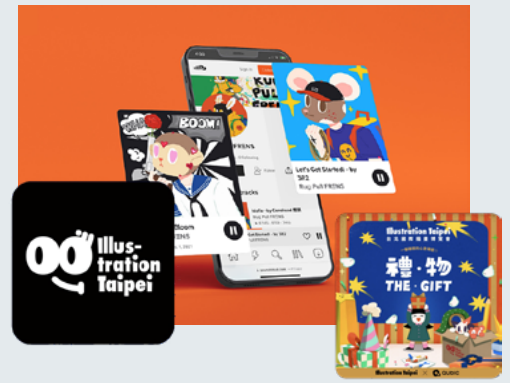


● Product Co-Branding

Invited "SunnyBag," an eco-friendly shopping bag expert to collaborate to produce co-branded shopping bags exclusive for the exhibition, as well as the co-branding between "Urtape Print" and "Illustration Taipei Limited Masking Tape."

● Enter Metaverse

Collaborated with MU-TIAN CHEN, who once launched the Rug Pull Frens illustration NFT program, which was published by the one-stop publishing service, "Qubic Creator" under Taiwan's largest digital asset group, MaiCoin, accompanying everyone to try out the NFT sales platform for the first time, as well as allowing consumers to purchase the first NFT in their life via the easiest approach.



● Creators' Incubation Program

Invited beanfun! for joint collaboration to fully activate the recruitment program for graphic creators.



● Publication Publishing

Published a publication for an exhibition, an official magazine with ISBN which gathered the annual focused issues #internationalization #branding, constantly stacking all kinds of possibilities and knowledge, as well as experiences extended from illustrations in order to accomplish a better illustration environment in Taiwan; it is also through the connection of illustrations that the magic of illustrations is allowed with the power of 1+1>2.

● Illustration Taipei X IninTime

Collaborated with the professional printing team, "ininTime" which combines printers, illustrators and designers to develop the exclusive creators' printing camp experience event, taking creators to understand the details that must be noted before printing, as well as experience a letterpress machine.



YUANCHI 在 HOTEL COZZI 和禧飯店·台北忠孝樓 ·
2022年10月18日 · 台北市 ·
#台北住宿推薦
上週參加了台北插畫博覽會，在台北待了將近一週，以往對外縣市參與新會館結束，但這次有 Illustration Taipei 台北國際插畫博覽會 及 HOTEL COZZI 和禧飯店 提供的超讚住宿，讓我每天都可以充分放鬆休息，精神超滿地出現在現場(◡‿◡)
📍 推薦重點
① 房間內
· 超超超大雙人床 (還是叫四人床?) 總之床超大，可以很好睡覺，不用擔心一起睡覺的人翻來翻去吵到你睡覺(◡‿◡)
· 電視可以連手機看 YouTube，也有滿多不錯的電影，不是虛設的電視，很棒
· 浴室有暖爐，雖然入住的時候天氣還算溫暖，但冬天去的話不用擔心洗澡會冷
② 飯店周邊
· 樓下就有超寬超景露台，對面還有金鼎，非常方便
· 離華山很近，展覽那天都會直接走路過去的
· 捷運站也很近，這一個地點就對了
· 雖然配套的停車場在外面要定一下下，但是停車不用錢，很棒

COZZI



● Illustration Taipei X Cozzi

HOTEL COZZI creates a comfortable and carefree ambience for travelers while providing adequate friendly services. COZZI sponsored the accommodation for a few creators during the exhibition period, allowing creators to relax their bodies and minds during the exhibition period.

6. Marketing

Media Partners

FLiPER

500輯 500times.adn.com

今日新聞
NOWNEWS

dpi
設計插畫誌
MAGAZINE TAIWAN

秋刀魚

Bella 城市

職人
SHOKUZINE

Traditional Advertising

1 Flag advertising



2 Bus advertising



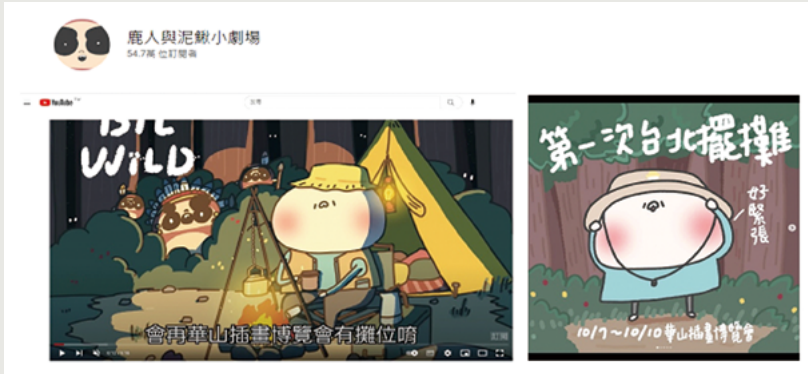
Social Media Coverage

1 Illustration Observatory

插畫觀察室

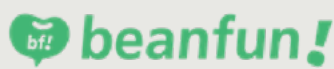


2 Creators promotion



7.

Partners



8. Onsite Events

10/07 Fri.

Organized an exhibition that centers on illustrators
– SIF live streaming

Speaker SIF Team leader Taeran Kim

10/08 Sat.

Art Battle

Brand management strategy for Korean character IP

Speaker STUDIO ORIGN 박승연 (Seungyun Angela Park)

Basic guideline for illustrators' survival

Speaker Illustrator Barry • Feeling

TWODEERMAN Autograph Session

10/09 Sun.

Daily looks – How to put life into picture books

Speaker 《 咱的日子 我們的日常 》 Author & Illustrator Chu Yuling • Chu Jiahui

TWODEERMAN Autograph Session

From illustrations to picture books:

The creation conversation between BaNAna Lin vs. Little Oil

Speaker Illustrator Little Oil Art • BaNAna Lin

Art Battle

10/10 Mon.

Art Battle

NFT or JPG?

Speaker RPF & MINTVERSE Founder MU-TIAN CHEN

TWODEERMAN Autograph Session



9.

Activity Awards

Potential New Artist Award - Wacom Taiwan



Illustration Taipei
台北國際插畫博覽會

WA! 你好棒
潛力新秀獎得獎名單公布

吉文考古
小雞威力
腦海工作室

恭喜得獎者!
感謝 Wacom Taiwan 特別合作



Free Booth for Seoul Illustration Fair(SIF)



Illustration Taipei
台北國際插畫博覽會

SIF 韓國首爾插畫節
參展獲選名單

- ★ 小黃間 Little Yellow Studio
- ★ 咚東 DongDong
- ★ Raimochi

台北畫博帶你飛!
恭喜入選者, 12月首爾見!

